C8920-2

- Dow Jones purchases 25 percent of Continental
- Key executives close to copyright solution
- Spotlight plans nationwide marketing campaign
- General Instrument makes grandiose predictions

CableVision™

The news and features weekly of the cable television industry

November 2, 1981

CVFL20014CON452 5264/2
CONGRESSIONAL INFO SERVICE
452C EAST-WEST HIGHWAY
WASHINGTON DC 20014

CableVision

Between the lines/5
CableScope/9
Newswire/10
Leading the week/13
Programming/25
Marketing/32
Cover story/36
Business/47
Franchising/53
Government & law/54
Technology/57
Weekly watch/59
People/61
Events/62
Classifieds/63
Advertisers' Index/67
From Washington/68
Cablestats/71
Media scan/74

TITSCH PUBLISHING, INC.: *President,* Robert Titsch; *Executive Vice President,* Paul FitzPatrick; *Vice President, New York bureau,* Barbara Ruger; *Vice President, Washington bureau,* Pat Gushman; *Controller,* Michael Borer; *Corporate Counsel,* Gary Witt; **EDITORIAL OFFICES:** *New York: Publisher,* Barbara Ruger; *Senior Editor,* Jeri Baker; *Associate Editors,* Hugh Panero, Susan Spillman; *Assistant Editors,* Simon Applebaum, Karen Bloom; *Administrative Assistant,* Valerie Miller; **Denver:** *Editorial Director,* Michael McCready; *Managing Editor,* Peter Evanow; *Associate Managing Editors,* Wayne H. Lasley, Brian Huggins; *Contributing Editor,* Victoria Gits; *Editorial Assistant,* Julie Perrin; **Washington, D.C.:** *Associate Editor,* David Price; *Assistant Editor,* Johanna Knapschaefer; **Los Angeles:** *Bureau Chief,* Patricia Goldstone; **PRODUCTION:** *Production Director,* Joyce Hemmen; *Traffic Director,* Vickie Champion; *Art Director,* Brad Hamilton; *Asst. Art Director,* Cynthia B. Carey; *Design Director,* Robert D. Tonsing; *Artists,* Terri Bardeson, Earl V. DeWald, Barbara Emmons, Becky Johnson, Rich Johnson, Kathy Ruhl, M. Eastlake Stevens, Shari Wajda; *Typesetters,* Dawna Craft, Fred Karstens, Joyce Smith, Leoncio Quispe; *Proofreader,* Judith Schwall; *Photo Editor,* Rob Stuehrk; *Photo Technician,* Brian David; **ADVERTISING, Denver:** *Vice President Sales,* Paul R. Levine; *Account Executives,* Lawrence P. Dameron III, Wayne Dicksteen, Cathy Lynn Wilson; *Classified Manager,* Suzanne Sparrow; *Customer Service,* Marcia Larson; *Traffic Manager,* Barbara Coit; *Traffic Assistant,* Dorese Wilson; **New York:** *Regional Sales Manager,* Sherwood S. Sumner; **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5400 TA, Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 3800 N. Fairfax Dr., Arlington, Virginia 22203, (703) 522-3888 **New York Bureau** 75 East 55th Street, Suite 404, New York, New York 10022, (212) 753-2095 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

©Titsch Publishing, Inc., 1981. All rights reserved.

CableVision (USPS 100-430) (ISSN 0361-8374) is published weekly except the week of December 28, 1981, by Titsch Publishing, Inc., 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5400-TA, Denver, CO 80217. November 2, 1981, Volume 7, Number 9. Subscription price: 1 year, $54.00; 2 years, $97.00; 3 years, $125.00. Canada, Mexico and other foreign subscribers add $30.00 per year. Second-class postage paid at Denver, Colorado, and at additional offices. POSTMASTER: Please send form 3579 to *CableVision*, P.O. Box 5400-TA, Denver, CO 80217.

Member of the Audit Bureau of Circulation.

Cover story

Frank discussions and comments from some of the experts in the financial field representing banks, insurance companies and finance companies. Where do the cable chips fall? Cover photo by Rob Stuehrk. **Page 36.**

Leading the week

What kind of deal has been made between the Copyright Royalty Tribunal and the cable industry? Has Continental gone to market? And what about the violence on TV issue which Ted Turner and the commercial networks are all fired up about? **See pages 13-20.**

Add one third

MCA becomes an equal one-third partner in the purchase and division of USA Network; and in other sports news, another network has been formed in the Chicago area, this one called SportsVision, with Oak as one of the partners. **Page 25.**

Bizarre promos

That's what MTV's director of promotions is interested in doing to attract attention and viewers to his rock 'n roll fantasy. **Page 32.**

A breed apart

Merrill Lynch is 'bullish on cable." The company has begun using its $2 million studio and facilities to produce cable programming and build up its video operations. **Page 48.**

Drop out

ATC has decided that Sacramento, California, is not for it. The company claims that the demands are just too much and has left its local partners on their own. **Page 53.**

At odds

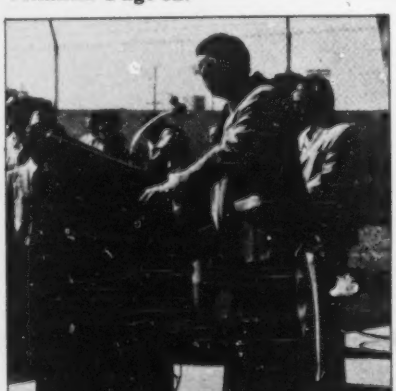
Pluria Marshall, chairman of the National Black Media Coalition, has some strong words to say about the lack of minority representation in the cable industry. **Page 54.**

Hitting home

In a landmark decision, a U.S. Court of Appeals has ruled that copying television programs off the air is a copyright infringement. **Page 59.**

Cablevents

The happenings in the cable world in the upcoming week include an American Bar Association conference on "CATV and the New Technologies"; and the seventh annual satellite communications symposium sponsored by Scientific-Atlanta. **Page 62.**



Cable prophet

Falcon Communications President Marc Nathanson presented ten important commandments for the cable industry. See page 74.

Record levels

General Instrument Board Chairman Frank Hickey makes prediction to Morgan Stanley analyst group

NEW YORK—Frank Hickey, chairman of the board of General Instrument, told an audience at a recent Morgan Stanley security analysts' meeting that cable construction this year will reach a record level of 100,000 miles in the United States. This includes new-builds and extensions and rebuilds of existing plant. "As the largest supplier of distribution hardware," Hickey believes his company will "benefit considerably by the cable construction."

Hickey said that Jerrold today controls more than a 50 percent share in the subscriber terminal business, roughly the same share the company has in the distribution electronic business. "We are currently shipping in excess of 300,000 terminals per month in converters, converter/descramblers and addressable converter/descramblers."

Jerrold's business this fiscal year reportedly will be comprised of approximately 30 percent in distributing hardware and 70 percent in subscriber terminals. By 1985, Hickey said the proportion is expected to be approximately 15 percent and 85 percent, respectively.

Jerrold entered the CATV terminal business in 1972. Fred Shuh, GI's senior vice president, told the Wall Street audience that the cumulative installed terminal base through December 1980 is estimated at 11,850,000. GI-installed base in this same period is 6,160,000, or approximately 52 percent of the total units shipped during this ten-year period.

Company officials estimate that in 1981 approximately 8,500,000 CATV terminals will be delivered. This, according to Shuh, is equal to 72 percent of all units installed during the previous ten years. This year GI will ship approximately 4,500,000 terminals to the industry. This is reportedly equal to 73 percent of GI's shipments over the prior ten years and represents a current market share of approximately 53 percent.

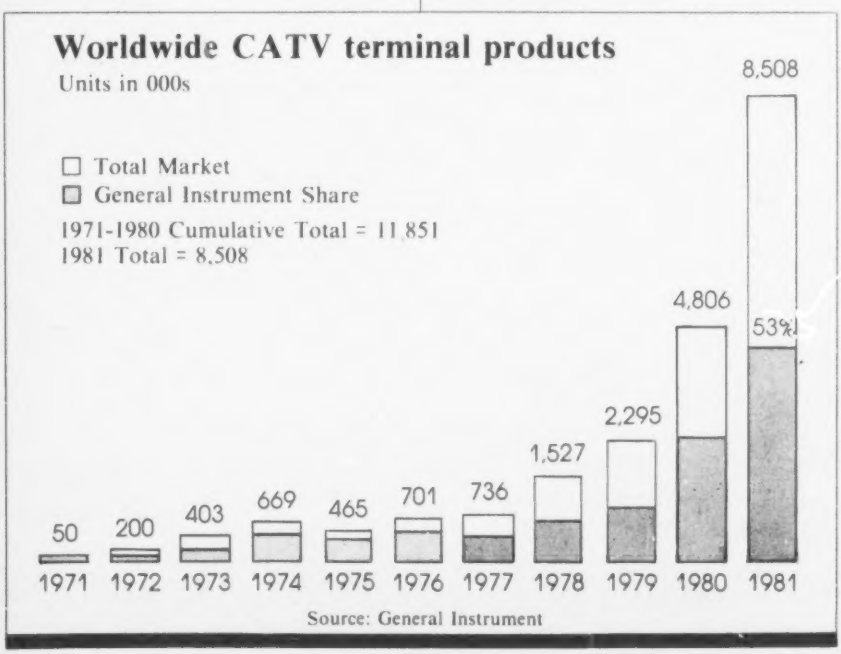
"We believe that we have more addressable systems, currently 17, installed than anyone else and that we are rapidly overtaking Oak in the number of installed addressable terminals," said Shuh. Furthermore, Shuh announced that the next line of addressable systems from Jerrold will be the addressable version of the 52-channel 400 MHz digital pay terminals. Another new line of GI equipment will be the Jerrold security system now undergoing technical field testing trials in Chuck Dolan's Long Island Cablevision system. Jerrold will begin marketing the security service on a field trial basis early next year. Production deliveries are planned for late 1982.

Frank Hickey, chairman of the board, General Instrument, is confident that cable construction will finish the year at a record level.

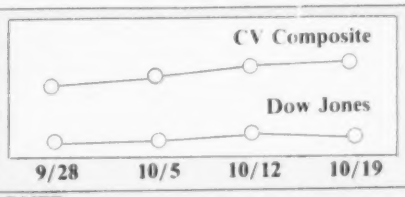
Hickey also indicated that the company intends to participate on a modest scale in the present 4.0 GHz earth station market and to gain a position of leadership in the 12 GHz DBS markets as they unfold in the mid to late '80s.

Commenting on the evolving DBS technology, Shuh said, "I do not believe that the direct broadcast from satellite to home technology is a threat to the cable industry or to our business." DBS, according to Shuh, is more than just an expanded form of STV. "Unlike STV, which must serve a concentrated market to be financially viable, DBS can be cost effective serving remote locations nationwide. This makes it complementary to, not competitive with, cable. However, unlike cable, it is not cost effective in a two-way environment and the number of channels, while substantially greater than a single STV channel, will be much less than available on cable."

GI executives believe that at the end of this decade 15 to 20 million homes, largely in low population density areas, will still not have access to cable TV. It is this market GI has targeted. Shuh said, "GI is making the investment required to participate in this market because we do see it as com-



Advances	19	
Declines	44	
Unchanged	9	
CV Manufacturers	670.00	
CV Operators	687.00	
CV Services	372.88	



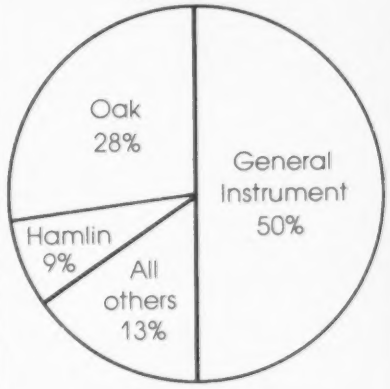
THE MARKET

Company	Stock Exch.	Closing Oct. 19	Closing Oct. 12	Net Change in Period	% Change in Period	1981 High	1981 Low	P/E Ratio
Operating Companies								
Acton	ASE	11⅛	11	+ ⅛	1.14	21¼	9	10
Adams Russell	ASE	20¼	21⅛	- ⅞	4.14	29¾	17⅝	17
AEL (Am Elec Lab)*	OTC	12⅝	13¾	-1⅛	8.18	20¼	7⅛	12
Central Telephone	NYS	30⅜	30⅜			33⅞	23¼	8
Comcast A	OTC	20¼	21¼	-1	4.60	27½	17⅜	21
Cox Broadcasting §	NYS	35	33⅞	+1⅛	3.32	39⅛	27⅛	17
General Electric	NYS	55⅛	55⅝	- ½	0.90	69⅞	51⅛	8
Harte-Hanks	NYS	34	34			40¾	28½	12
Heritage Comm.	OTC	11¼	11¾	- ½	4.26	18	9¼	32
Jones Intercable	OTC	6¼	6¼			9⅛	4¾	57
Multimedia, Inc.	OTC	33¾	33¾			37¼	27	14
New York Times	ASE	31⅛	30⅞	+ ¼	0.81	37⅜	26½	8
Rogers Cablesystems B	OTC	6¼	7½	- ⅜	10.00	15⅝	6	
Rollins, Inc.	NYS	16⅜	16⅜	+ ⅜	2.29	22½	14	10
Storer Brdcstg.	NYS	28¾	30⅝	-1⅞	6.12	43	23¾	16
TCI (Tele-Comm.) A	OTC	19¼	19⅝	- ⅜	1.91	31⅛	15⅝	42
Times Mirror	NYS	49¾	47½	+2⅛	4.74	58½	39⅜	10
UA-Columbia	OTC	88	87¼	+ ¾	0.86	88	55½	65
United Cable TV	NYS	21⅝	21⅞	- ¼	1.14	36	18½	25
Viacom	NYS	27⅞	28¼	- ⅝	2.21	33¼	22	16
Warner Comm.**	NYS	52⅛	50½	+2⅛	4.70	58½	33⅝	16
Westinghouse**	NYS	26⅞	27	- ⅛	0.46	34½	23½	5
Wometco Cable TV	OTC	8⅛	9¼	-1⅛	14.10	16¼	8⅛	24
Wometco Enterprises	NYS	17¾	18⅛	- ⅜	2.07	25¼	14⅝	10
Wrather	ASE	21	22	-1	4.55	29⅜	18⅝	d
Service and Finance Companies								
Allied Artists	OTC	⅛	⅛			⅛	⅛	
AM Cable TV*	OTC	8¼	8½	- ¼	2.94	24¼	8¼	21
Am. Edu. TV Network	OTC	1	1¼	- ¼	20.00	4	1	
Avco	NYS	20¼	21⅝	-1⅜	5.26	32⅛	16	4
Burnup & Sims	OTC	14⅛	14	+ ⅛	0.89	17⅞	11½	12
Capital Cities Comm.**	NYS	75	74	+1	1.35	80½	56½	12
Columbia Pictures	NYS	37⅞	38⅜	-1	2.61	45⅞	31½	7
Disney (Walt) Prod.	NYS	50½	51¼	- ¾	1.46	67⅛	43⅜	12
Gulf & Western	NYS	16⅛	17⅛	- ⅜	2.19	22⅛	14	4
MCA	NYS	41½	39¾	+1¾	4.40	59	38⅜	7
MGM Filmco	NYS	7⅛	7⅞	- ¼	3.39	12⅞	5¾	12
TeleMine Co.	OTC	3	3⅛	- ⅛	4.00	13	2	
Time Inc.**	NYS	36½	37¾	- ⅞	2.34	41¼	26⅝	12
Transamerica	NYS	23⅜	22¼	+1⅛	6.18	26¼	17½	6
Turner Broadcasting	OTC	13½	14	- ½	3.57	20	6½	d
Tymshare, Inc.	NYS	24¼	29⅝	-5⅜	18.14	57¾	24¼	12
Manufacturers and Distributors								
Anixter	NYS	13⅞	15¾	-2⅜	15.08	20⅞	12⅛	11
Arvin	NYS	13⅞	13⅞			18	11¼	7
Augat	NYS	28¼	28½	- ¼	0.88	34⅞	23¼	17
Cable TV Industries	OTC	11	10¾	+ ¼	2.33	18¾	9¼	12
C-COR Electronics	OTC	15	15			21¼	10½	22
Compact Video	OTC	9	9⅜	- ⅜	4.00	24⅜	8¾	7
Comtech	OTC	3¼	3½	- ¼	7.14	7⅛	2½	d
Contl. Tel.	NYS	17	17¼	- ¼	1.45	19½	14¾	7
Datavision	OTC	3⅜	3½	- ⅛	3.57	7½	2½	d
Eastman Kodak	NYS	65¼	66¼	-1	1.51	85⅛	60⅝	8
Gen. Instrument	NYS	40	39	+1	2.56	42⅞	24¾	13
GTE	NYS	31½	30¾	+ ¾	2.44	32	24½	7
Harris Corp.	NYS	42½	42	+ ½	1.19	60¼	37½	13
Insilco	NYS	18⅛	17⅛	+1	5.84	23⅜	14⅛	7
IVC (Intl. Video)	OTC	⅜	¼	+ ⅛	50.00	⅜	⅛	
M/A-COM, Inc.	NYS	26	26⅛	- ⅛	0.48	35½	20¾	23
Marmon Group/Cerro	ASE	16¾	16⅝	+ ⅛	0.75	20	16⅛	
Microdyne	OTC	14½	14½			33¼	13	16
3M	NYS	51⅝	52⅜	- ¾	1.43	65	48⅛	8
No. Amer. Phillips	NYS	38⅞	39⅞	-1	2.51	59⅝	36⅜	7
Oak Industries**	NYS	30¾	29¾	+1	3.36	38½	21⅛	14
RCA	NYS	17⅜	18⅝	-1¼	6.71	32¼	17⅜	10
RMS	ASE	10⅞	11½	- ⅝	5.43	20	7½	10
Scientific-Atlanta	NYS	27⅞	30¼	-2⅜	7.85	34¾	18¼	31
Sony	NYS	16½	18⅞	-2⅜	12.58	26⅛	14½	13
Tektronix	NYS	48¾	49¼	- ½	1.02	63¼	45¼	11
Telemation	OTC	2¼	2¼			3⅜	1⅜	
Texscan	ASE	16¼	16¾	- ¼	1.53	22½	9⅞	21
Times Fiber Comm.	OTC	18⅞	22	-1⅛	5.11	28⅞	16¼	23
TOCOM	OTC	10¾	11½	- ¾	6.52	15¼	8¼	d
Wavetek	OTC	10¼	12	-1¾	14.58	21½	10	33

* Also indicates involvement in manufacturing.
** Also indicates involvement in entertainment and/or system operation.
d indicates deficit.
§ 2-for-1 stock split.

CATV terminal products

Market share



Fiscal 1982

Source: General Instrument

plementary both in technology and markets served. We also see this as another important vehicle for continued growth."

GI's second quarter results, according to Hickey, were the best ever. Net income was up 36.4 percent. Primary earnings per share stock were 75 cents, compared to the 62 cents in the same period last year after recognizing the 200 percent stock dividend of July 15, 1981. GI's order of backlog was up 18.6 percent over the second quarter of last year, a record high.

—*Hugh Panero*

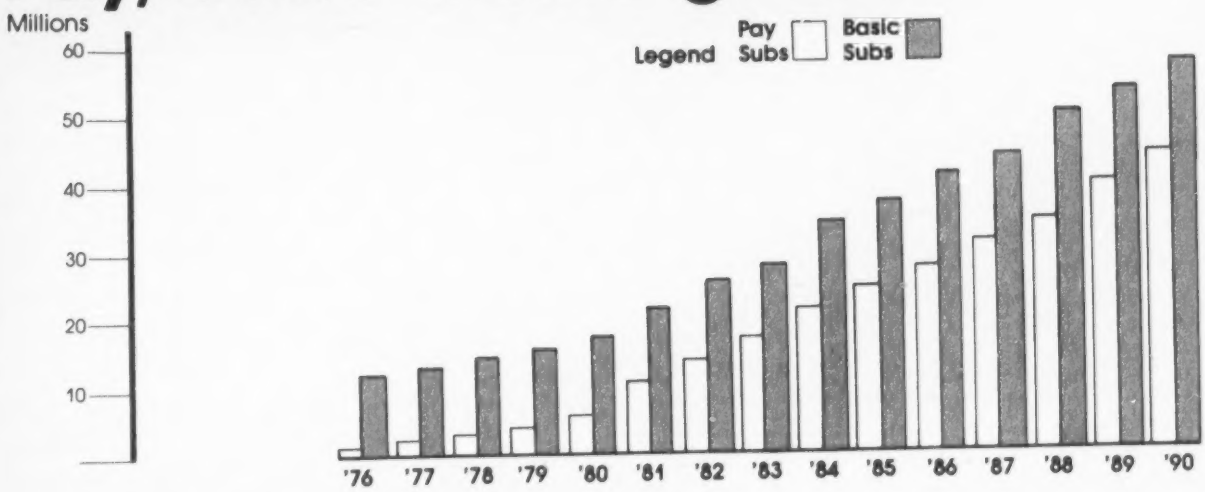
Cable bullish

Merrill Lynch ventures into teleconferencing and is gearing for the cable market

NEW YORK—The bull belonging to Merrill Lynch Pierce Fenner & Smith, Inc., has wandered out of the china shop and into a television production studio. The financial services firm is now focusing on the cable market. The company's recent venture into cable programming is one more step in the development of its multimillion-dollar communications network.

"The world of financial services is a complex, information-intensive industry," explained Jeanette Lerman, manager and vice president of the Merrill Lynch Video Network. "So

Pay/basic cable growth



Pay/basic subscriber counts for 1981-1990 are projections

Film product comparison

Film	Networks	Distributor
A Change of Seasons	HBO	20th Century-Fox
An Enemy of the People	(TMC) C	Warner Bros.
Advance to the Rear	C	MGM
Alfred the Great	C	MGM
Animalympics	ST*	Film Gallery
The Attic	ST*	Film Gallery
Avanti	TMC	United Artists (UA)
Baby Blue Marine	HBO	Columbia
The Bad and the Beautiful	ST* C	MGM
The Baltimore Bullet	C*	Avco Embassy
Bear Island	HBO	Selkirk
Between the Lines	C*	HBO
Bhowani Junction	ST C	MGM
The Big Red One	(TMC)(HTN) C*	Lorimar
Big Wednesday	C*	Warner Bros.
The Bitch	ST	Brent Walker
Bite the Bullet	HBO*	Columbia
Black Beauty	C	Alan Enterprises
The Black Stallion	HTN*	UA
The Blue Lagoon	HBO ST TMC	Columbia
Bon Voyage, Charlie Brown	(HBO)(ST) (TMC) HTN*	Paramount
Brigadoon	ST* (C)	MGM
Bruce Lee's Deadly Kung Fu	ST	21st Century
The Bushido Blade	HBO	Trident
Caddie	TMC	Film Gallery
Challenge the Dragon	ST	21st Century
Cheaper To Keep Her	TMC*	Atlantic Releasing
The China Syndrome	ST	Columbia
The Chinese Connection	ST*	Graff
Clair De Femme	C*	Film Gallery
Coal Miner's Daughter	(HBO) ST* (TMC)(HTN)	Universal
Coast to Coast	(HBO) (TMC) HTN*	Paramount
Deadman's Float	ST*	Satori
Designing Woman	ST* (C)	MGM
Don't Go Near the Water	ST	MGM
Double Trouble	ST	MGM
Dressed To Kill	C	Filmways
8½	C	Corinth
Elvis	HTN	Worldvision
Executive Suite	(ST) C	MGM
Fade to Black	HBO* ST* TMC*	Compass Int'l.
Fame	(HBO) ST* (TMC)	MGM
Fatso	HBO (TMC)	20th Century-Fox
The Fiendish Plot of Dr Fu Manchu	ST* (HTN)	Warner Bros.
The Fifth Floor	ST	Film Ventures
The Final Countdown	HBO*	FFC
Fist of Fury	ST	Graff
Five Masters of Death	(ST) TMC	World Northal
Flash and the Firecat	TMC	Paramount
Foxes	ST (TMC) C	UA
Foolin' Around	HBO	GLC
Freaky Friday	HBO* TMC* HTN*	Disney/Buena Vista
The French Woman	C	Film Gallery

Film	Networks	Distributor
Friday the 13th	ST* TMC* (C)	Paramount
From Hell to Victory	(HBO) TMC	Worldvision
Galaxy Express	TMC	New World
Gilda Live	(TMC) C	Warner Bros.
Gloria	(HBO) ST (TMC) HTN	Columbia
The Gong Show Movie	HBO* (TMC)	Universal
Good Guys Wear Black	HBO	AOFP
The Green Horizon	ST	Sanrio
Hangar 18	HBO ST (TMC) HTN* (C)	Worldvision
Hardcore	HBO	Columbia
The Haunting	ST* (C)	MGM
Headin' for Broadway	HBO	20th Century-Fox
The Hideaways	(TMC) C*	Telepictures
Hollywood High	ST	Film Gallery
Home To Stay	C*	HBO
Hopscotch	HBO* (TMC) (C)	Viacom
Hot Lead and Cold Feet	ST	Disney/Buena Vista
H.O.T.S.	ST* TMC	Blum Group
How To Beat the High Cost of Living	ST TMC C	Filmways
Humanoids from the Deep	ST* (TMC)	New World
The Hunter	(HBO) (TMC) HTN*	Paramount
Hurray for Betty Boop	ST	Film Gallery
1941	HBO (ST) (HTN)	Universal
I Cover the Waterfront	C*	Alan Enterprises
The Immortal Bachelor	ST (TMC)	K-Pay
In God We Trust	HBO (TMC)	Universal
It's My Turn	(HBO) ST* (TMC)	Columbia
Jailhouse Rock	ST C	MGM
Jesus	TMC	Warner Bros.
Just Tell Me What You Want	(HBO) (TMC) C	Warner Bros.
King of Hearts	TMC	UA
King Solomon's Mines	C*	MGM
The Last Challenge	ST*	MGM
The Last Married Couple in America	HBO	Universal
Last Tango in Paris	ST	UA
Let It Be	TMC*	UA
Little Darlings	(HBO) ST* (TMC)	Paramount
The Little Dragons	ST	SMA
Little Miss Marker	(TMC) HTN*	Universal
The Long Riders	HBO (ST) TMC	UA
The Longest Yard	ST TMC	Paramount
Loving Couples	HBO*	HBO
Magee and the Lady	TMC	Simcom
The Man Who Loved Bears	C*	Stouffer
Manhattan	C	UA
Massacre at Central High	TMC	Viacom
Meteor	C	HBO
The Mirror Crack'd	HBO	EMI
The Money Trap	ST	MGM
Mulefeathers	ST*	Gold Key
My Bodyguard	ST (TMC)(HTN) (C)	20th Century-Fox
My Brilliant Career	ST* TMC	Analysis

Cable stats

Film	Networks	Distributor
The New Land	C*	Warner Bros.
North Avenue Irregulars	ST*	Disney/Buena Vista
Nothing Personal	HBO*	Filmways
The Nude Bomb	(TMC) HTN*	Universal
On the Town	ST* C*	MGM
Ordinary People	HBO ST TMC	Paramount
Pete's Dragon	HBO (ST)	Disney/Buena Vista
The Pilot	(HBO) TMC HTN	Atlantic
The President's Mistress	C*	HBO
Private Benjamin	(HBO) ST* (TMC)	Warner Bros.
The Private Eyes	HBO	Private Eye Company
Rascal Dazzle	ST*	Castle Hill
Raw Deal	TMC	Electric Releasing
Resurrection	(TMC) HTN* (C)	Universal
Revenge of the Mysterons From Mars	ST*	ITC
The Rip Off	(TMC) C*	Worldvision
Road Games	TMC	Avco Embassy
Roadie	(TMC) C*	UA
Rock, Rock, Rock	TMC	Castle Hill
Roller Boogie	HBO (C)	Compass Int'l.
Rough Cut	HBO* ST (TMC) HTN*	Paramount
Rush It	ST*	Viacom
Saturn 3	(HBO) ST* (TMC)	AFD
Scavenger Hunt	TMC HTN*	20th Century-Fox
Seven Blows of the Dragon	TMC	New World
The Sheepman	ST* (C)	MGM
Shimmering Lights	TMC (C)	Simcom
Singin' in the Rain	ST* (C)	MGM
Sir Gawain and the Green Light	C*	UA
Snake Fist Fighter	ST*	21st Century
Snake Fist Vs. the Dragon	ST*	21st Century
Something of Value	ST	MGM
Somewhere in Time	HBO*(ST) (TMC) HTN	Universal
Son of Monte Cristo	C	Alan Enterprises
Stardust Memories	(TMC) C*	UA
Steel	HTN	World National
Stone Cold Dead	(ST) TMC (C)	Samuel Goldwyn Co.
Stranger in the House	C*	Warner Bros.
Sunday Lovers	HBO TMC	MGM
Superdome	TMC	ABC Pictures
Superman The Movie	(ST) (TMC) HTN	Warner Bros.
Swept Away	C	Cinema 5
Terror Train	(TMC) C*	20th Century-Fox
The 39 Steps	HBO*	Rank
Three Warriors	HBO (C)	Zaentz
Time After Time	ST HTN C	Warner Bros.
Times Square	HBO* TMC*	AFD
The Tin Drum	(ST) TMC	New World
Tom Sawyer	C	UA
Tourist Trap	TMC (C)	Satori
Tuck Everlasting	(ST) TMC (C)	N. Babbitt
Visit to a Chief's Son	C*	UA
Viva Las Vegas	ST	MGM
The Water Babies	(ST) TMC	SMA
When a Stranger Calls	ST* TMC	Viacom
Why Shoot the Teacher?	TMC	Film Gallery
Why Would I Lie?	HTN	MGM
White Water Sam	(HBO) ST*	K. Larson Ltd.
Willie and Phil	(TMC) C	20th Century-Fox
Wise Blood	(ST) C	New Line Cinema
Wonderful Crook	C*	Film Gallery
Woodstock	TMC C	Warner Bros.
The World's Greatest Athlete	TMC	Disney/Buena Vista
Xanadu	(TMC) HTN*	Universal
Young and Free	ST C*	Manson
The Young Pioneers	TMC	ABC Pictures
Young Joe, The Forgotten Kennedy	TMC	ABC Pictures
Zero to Sixty	C	Samuel Goldwyn Co.

■ **Cable Network Legend**

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

■ Networks in parentheses indicate carriage in June, July, August, September and/or October.

■ An asterisk following a network indicates the film is a carry-over from June, July, August, September and/or October.

■ In total, 173 different titles appear on the October schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months (June-October 1981), one title ("Hangar 18") has been shown on all five networks, five have appeared on four networks, 25 on three, and 47 on two of the networks. Ninety-five films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM (22), followed by United Artist (13) and Warner Brothers (12).

■ "Ordinary People," 1980's Academy Award-winner for Best Film, captures the program guide prize on the October covers of HBO, The Movie Channel, Showtime and Cinemax. However, "Ordinary People" shares the cover prize with "The Blue Lagoon" on Showtime, and both films share the Cinemax cover with "Manhattan" and "Standing Room Only. Sherlock Holmes." Going for outside shots this month, Home Theater Network features "Touched By Love" on its bi-monthly guide (November-December).

National advertising*

Network/Client	Status
CNN	
AT&T	Renewal
Ace Hardware	Renewal
Allen Products (Alpo)	Renewal
Aloe International	New Client**
American Fur Industries	New Client
Avon Books	Renewal
Basic Four Computers	New Client**
Campbell Soup	Renewal
CSX Corporation	New Client**
D-Con	New Client
Days Inns	New Client
Ford (Lincoln-Mercury)	Renewal
Ford(Auto Leasing)	New Client
General Foods	Renewal
Hartford Insurance	New Client
Home Box Office	Renewal
Libman Broom	Renewal
Nabisco	Renewal
Schering-Plough	Renewal
Sharp Electronics	Renewal
Shell Oil	Renewal
Tog Shops	New Client**
20th Century-Fox	Renewal
Christian Media Network	
Amana	New Client
Foreman & Clark Clothiers	New Client**
Hobart (Kitchenaid)	New Client
Time-Life Books	New Client
Word Records	New Client**
MSN	
Black & Decker	New Client
Ocean Spray	New Client
SCM (Proctor-Silex)	New Client
Scott Paper	New Client
Weight Watchers	New Client
SPN	
Aer Lingus Airlines	New Client**
Allied Irish Bank	New Client**
Attenzione Magazine	Renewal
Dow Jones (Wall St. Journal)	Renewal
Esquire Video Cassettes	New Client**
Il Progresso	Renewal
Irish Tourist Board	New Client**
Kuwait Air Lines	New Client**
Newsweek	Renewal
Peugeot	Renewal
Urban General	New Client
SIN	
Coca Cola	New Client
Johnson & Johnson (Personal Products Division)	Renewal
H.J. Heinz (Ore Ida Foods)	Renewal
TeleFrance USA	
Air France	Renewal
American Fur Industries	New Client
Chanel	Renewal
Daniel Hechter Clothes	Renewal
Elf-Aquitaine Oil	Renewal
Exxon	New Client
French Vogue	Renewal
Home Box Office	New Client
Metropolitan Life	Renewal
Peugeot	Renewal
Remy-Martin	Renewal
Revlon	Renewal
Travelers Insurance	Renewal
WTBS	
Anheuser-Busch	Renewal
General Mills	New Client
Kellogg's	Renewal
Levi Strauss	New Client
Mattel	New Client
Mego Toys	Renewal
Nature's Pharmacy	New Client**
Ohio Art	New Client
Quaker Oats	New Client
Texas Instruments	New Client
Toyota	Renewal
Wang	New Client

*This chart lists national advertising sales by basic cable networks during September 1981. Last week's "Cable stats" on national advertising covered ARTS, BET, ESPN, MTV and USA Network.
**New to network advertising.